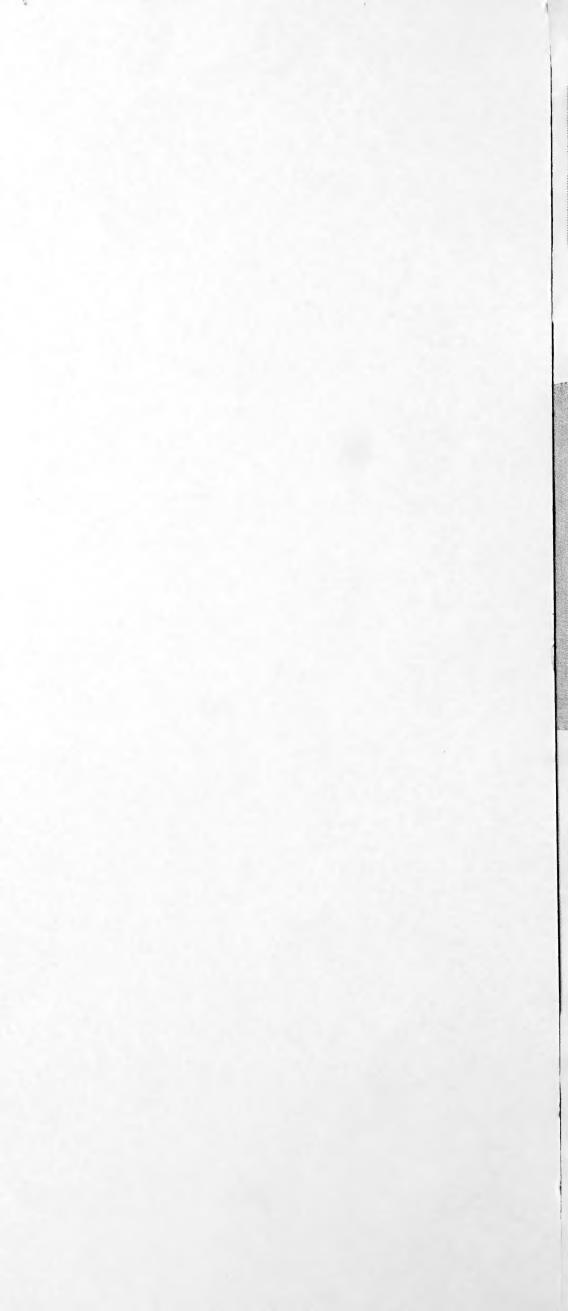
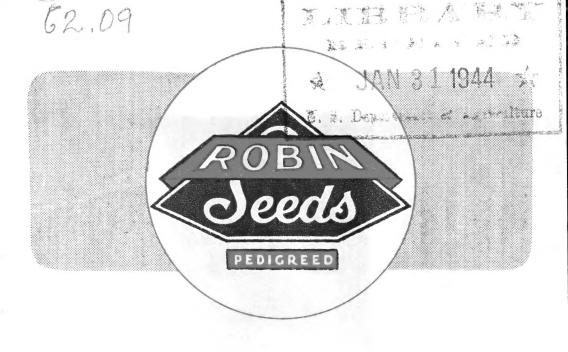
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





1944 PRICE LIST

BASE WHOLESALE . VINE SEEDS



LAWRENCE ROBINSON & SONS

MAIN OFFICE

BRANCHES IN Modesto, California Colorado and California

Specialist Producers of: CUCUMBER, CANTALOUPE, WATERMELON, SQUASH, PUMPKIN, CITRON, DILL, ORNAMENTAL GOURDS, CABBAGE, ETC.

ANNOUNCEMENT

>>><<<

All the items we offer are of our own growing, high germination, absolutely true to type, produced with the finest possible planting seed and are California and Colorado grown. Our personnel has had over a quarter of a century's experience in the production of the cucurbits, and we invite comparative trials with stocks from any other source. Samples for trial gladly furnished gratis.

Our California and Colorado warehouses are fully and completely equipped with modern machinery and with all equipment to handle production in a skillful and efficient manner. We use unusual care in germination tests and in further refining our seeds, to eliminate all foreign matter.

We make a great specialty of the reproduction of special strains—no quantity too large or too small. Send us your special stock seeds for reproduction purposes.

Our terms are 60 days, with acceptance, or 1% 30 days, 1½% 10 days to all well rated firms, others draft with B/L less 1½%. Delivery is at our option, F.O.B. Rocky Ford, Colo., or Modesto, Calif., with containers billed at cost.

We shall be governed by a commercial credit agency's report in determining our terms. Any claims against our shipments must be made within two weeks after arrival of our goods; we are never liable to more than invoice price of goods. If the final yield of seeds be under our field estimate, we are under no obligation to fill as estimated. The other terms are as per the usual custom with seed growers.

We therefore respectfully ask you to give due consideration to this list and favor us with a fair share of your orders.

Yours respectfully,

LAWRENCE ROBINSON & SONS

Modesto California

OUR POLICY

We are continuing our strict policy of quoting the larger users of our seeds, only. We question if any vegetable seed grower in the U. S. A. is more firm with this policy than ourselves. It is never our intention to quote trade that will in any way conflict with that of our customers'.

IMPORTANT — The prices given contemplate quantities of 100 pounds or more of each variety.

Amount Lbs.	CUCUMBER	Per Lb.	
	Davis Perfect	25.	
	Improved Long Green	02	
	Japanese Climbing	.92	
	Clark's Special		
	Early Fortune		
	Arlington White Spine		
	Black Diamond Long Strain		
	Black Diamond (standard)		
	Boston Pickle		
	Chicago Pickle		
	Cool and Crisp		
***********	Earliest of All	00	
************	Early Cluster	.82	
*************	Improved White Spine		
•••••	Klondike White Spine		
••••••	Monarch or Heinz Pickle		
	National Pickle (Improved)		
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Snow's Perfection Pickle		
	Taxpayer		
************	West India Gherkin		
*****	Apple Shape (Lemon)		
	Colorado		
	Vaughn or Longfellow		
		\$1.00	
	Straight 8		
*******	White Wonder		
	DILL		
*****	Long Island Mammoth	.50	
	CANTELOUPE		
	Banana		
•••••	Bender's Surprise	.90	
	Early Bender (Hard Shell) (Schoons) (Continued Next Page)		
WHOLESALI	ONLY NO INTERFERING SALES PR	OGRAM	

Amount	CANTELOUPE		
Amount Lbs.	Fordhook (Large) Golden Delicious Hales Best (H. B.) (Jumbo) Hales Best No. 936 Hackensack Large Hearts of Gold (Morrell) Honey Rock (Gold Medal Strain) Milwaukee Market Osage or Miller's Cream Perfecto Improved Pride of Wisconsin Pollack No. 10-25 Queen of Colorado Rocky Ford Gold Lined Rocky Ford Green Flesh	Per Lb.	
••••••	Large Persian	.90	
	WATERMELON Cole's Early Florida Favorite Georgia Rattlesnake Golden Honey Halbert Honey Improved Kleckley Sweet Kleckley's Sweet Ice Cream or Peerless Stone Mountain Sweetheart (Continued Next Page)	.47	

Amount Lbs. WATERMELON (Continued) Tom Watson (Cut Red) Early Kansas, or Russian Wondermelon Angelino Black Seeded Chillan Black Seeded Irish Grey Klondike Brown Seed Klondike Striped No. 1 I King and Queen Winter Early Canada Northern Sweet Dixie Queen Florida Giant Wilt Resistant Strains Klondike No. 7 Striped Klondike Blue Ribbon Kleckley Sweet No. 6 Hawksbury CITRON Green Seed Red Seed SQUASH Banana (pink) Banana (blue) Golden Delicious Blue Hubbard Chicago Warted Hubbard Golden Hubbard Golden Hubbard Hubbard, Improved Buttercup Boston Marrow Giant Crookneck Giant Straight-neck Green Cocozelle (Bush) Golden Table Queen Table Queen (Acorn) Mammoth Table Queen Vegetable Marrow Green (Bush) Vegetable Marrow Green (Bush) Vegetable Marrow Green (Bush) Continued Next Page) QUALITY LEADERSHIP — An Active, Fast Growing Research Dept.	LAWKENCE	KODIIAZOIA & 20142 2	EED PK	ODUCEK2
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SQUASH (Continued)	Per Lb.
Vegetable Marrow Green (Vine) Vegetable Marrow White (Vine) Zucchini (Grey) Zucchini (Black) Early Prolific Straightneck Early Summer Crookneck (Golden) Benning's Green Tint Scallop Mammoth White Bush Scallop Early White Bush Scallop Early Golden Bush Scallop	.68
PUMPKIN	
Cushaw (Striped) Cushaw (White) Golden Cushaw Japanese Pie Tennessee Sweet Potato	.68
Connecticut Field Kentucky Field Large Cheese old fashioned strain	.48
Small Sugar or Pie	.68
King of the Mammoth or Potiron	\$1.00
GOURDS	
Small Ornamental	.90
	Vegetable Marrow Green (Vine) Vegetable Marrow White (Vine) Zucchini (Grey)

CABBAGE

We have under careful production the more important varieties of cabbage, the bulk of which are now in the "heading" stage and in excellent condition. We believe it wise, however, in fairness to early bookings, to not accept further contracts for cabbage seed until the crop has progressed to a point where we can better estimate yields. If, at a later date, it appears that surpluses may develop, we shall be pleased to book your requirements.

SPECIALTIES

Cucumber Muskmelon Watermelon Sauash Pumpkin, etc. LOWYENCE RObinson & Sons
INCORPORATED
GROWERS OF

GROWERS OF

CALIFORNIA & COLORADO SEEDS

Modesto, California January 21, 1944

Cable Address "Robandsons" All Codes

Rocky Ford, Colo. JOHN A. ROBINSON Manager

--1944 CONTRACT PRICES--

Lawrence Robinson & Sons, Inc. give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds sold by them and they will not be in any way responsible for the crop.

We take pleasure in handing you, herewith, our 1944 contract prices on seeds, such as we actually produce. It is needless to say that the pricing of a commodity for shipment, and for production many, many months away is at best, a perplexing problem, and I am positive that you can appreciate in these kind of times it is more puzzling than ever.

Inasmuch as we deal only with ranchers in Colorado, California, Oregon, etc., we have an excellent idea of their psychology in determining fair prices to them, which after all is of the utmost importance. We have already signed up a considerable acreage. We have a very large acreage promised, so in one way and another we are rather sure that without too much difficulty we can secure an ample acreage to protect any and all orders.

These prices represent an increase over those of last year, but will you please bear in mind that for three years now, we have been booking business in January and February for delivery ten and eleven months distant, and frankly, we have been caught with the increased costs of doing business and the many other additions to a firm's overhead, and in some cases we have done a considerable volumne of business at an actual loss simply because no one could foretell what values and costs, labor, etc., would be so far ahead.

It is needless to say that we want your usual good order. We will make an honest, sincere effort to fill each and every item in full. As a matter of fact, we are more optimistic about the filling of orders in full this year especially on cucumber and cantaloupe than for many, many years. We are, therefore, going to recommend strongly that you give the placing of your contract order your first attention. At present, as above, we expect and hope for ample acreage, but it is barely possible that conditions will change to the point where we will have to discontinue booking business; hence, the early placing of orders was never more important. We, then would ask you to let us hear from you at your earliest convenience.

Yours respectfully.

LAWRENCE ROBINSON & SONS

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ROBIN-SEEDS Pedigreed



A Corner of our California Breeding Grounds Where the ROBIN-SEEDS

Research Staff Purifies, Improves and Observes

• WHOLESALE ONLY No Interfering Sales Program

• SPECIALIST PRODUCERS

Concentrating on Just a Few Items

• QUALITY LEADERSHIP An Active and Fast Growing Research Dept.

• COMPETITIVE PRICES

Pedigreed Seeds at "Business Figures"

LAWRENCE ROBINSON & SONS

MAIN OFFICE
Modesto, California

BRANCHES IN
Colorado and California



Cucumber, Cantaloupe, Watermelon, Squash, Pumpkin, Citron, Dill, Ornamental Gourds, Cabbage, Etc.

SEED CONTRACT

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WE	HEREBY	agree	to	unde	ertake	to	gro	w the
within	named	quantiti	es	and	variet	ies	of	Seed

for
FIRM NAME
of
under conditions and prices annexed and will deliver same on board cars our option, Rocky Ford, Colo.,
or Modesto, Calif., as early in the season as seed can be well cured and put in merchantable condition. Seed to be true to name, of good sample, purity and vitality.
TERMS—To well rated firms 60 days acceptance, 1% 30 days, $1\frac{1}{2}\%$ 10 days, containers extra.
It is mutually agreed that in case of a shortage of any of the within named quantities that a full prorate division shall be considered a satisfactory delivery on the order.
LAWRENCE ROBINSON & SONS, Inc. give no warranty expressed or implied as to the productiveness of any seeds they sell and will not be in any way responsible for the crops. Their liability in all instances is limited to the purchase price of the seed.
LAWRENCE ROBINSON & SONS VEGETABLE SEED PRODUCERS
PER
Modesto, Calif.,
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I HEREBY AGREE to accept the within named Seeds and pay for same upon terms and conditions above specified.
FIRM NAME
Ву